

AMENDMENTS TO THE SPECIFICATION

Please REPLACE the paragraph beginning on Page 8, Line 20 and ending on Page 9, Line 6 as follows:

In order to receive an unlock code that will activate or unlock an outcome, a user may have to satisfy or complete one or more qualifying actions or other criteria. Note that the terms “qualifying action” and “qualifying criteria” will be used interchangeably herein. For example, a user may have to shop at or at least visit a specific merchant, purchase a specific product, use a specific credit card to purchase a product, redeem a specific coupon, participate in a game or group activity, travel to a particular destination by a certain day, notify at least five people of a promotion being conducted by a merchant, hand out leaflets, switch long distance telephone service providers, agree to purchase a magazine subscription, convince at least one other person to download an outcome, attend a particular basketball game, become a museum docent, answer survey questions, apply for a credit card, provide a user identifier, provide a user device identifier, attend a merchant’s opening at a new location, commute to work via public transportation as opposed to driving a car, edit or comment on a newspaper article or book, take dancing lessons, graduate ~~from~~ with a high school diploma or receive a high school equivalency degree, try a new shampoo and provide comments on it, try a new restaurant, lose ten pounds, rent a vehicle from a specific automobile rental agency, watch a specific television program, watch a specific television commercial, donate time helping a charity, log on to a specific World Wide Web site, purchase a product on a specific day, send an email to a friend advertising a product or merchant, etc.

Please REPLACE the paragraph beginning on Page 9, Line 30 and ending on Page 10, Line 13 as follows:

Once a user has received a code from a merchant, the user can use the code to unlock at least one outcome previously received by the user and stored on a user device. In some embodiments, the user may be able to unlock more than one outcome with a code or to select which of the user's stored outcomes will be unlocked by the code. Once unlocked, an outcome may reveal that the user has won or is entitled to receive a specific prize, such as a T-shirt, car, five-thousand dollars, cruise vacation, lottery ticket, frequent flyer miles, etc. Alternatively, the unlocked outcome may reveal a symbol or value, such as "cherry." The user may then have to check with or access the source of the outcome, such as a controller, to determine a specific prize or benefit associated with an outcome of "cherry." Alternatively, the merchant or other intermediary that provided the code to the user may designate or indicate the specific prize or benefit associated with the unlocked outcome of "cherry." In some embodiments, an unlocked outcome may need to be combined with other unlocked outcomes to entitle a user to receive a prize. For example, three unlocked outcomes of "cherry" may be needed to entitle a user to a grand prize. Each "cherry" outcome may entitle the user to ten dollars while the group of three "cherry" outcomes may entitle the user to one hundred dollars.

Please REPLACE the paragraph beginning on Page 16, Line 14 and ending on Line 30 as follows:

The communications network 58 might be the Internet, the World Wide Web, or some other public or private computer, cable or communications network or intranet, as will be described in further detail below. The communications network 58 is only meant to be generally representative of cable, computer or other

communication networks for purposes of elaboration and explanation of the present invention and other devices, networks, etc., may be connected to the communications network 58 without departing from the scope of the present invention. The communications network 58 is also intended to be representative of, and include all or a part of, the Internet, the World Wide Web, and other privately or publicly operated networks. The communications network 58 can also include other public and/or private wide area networks, local area networks, data communication networks or connections, intranets, extranets, cable modems, routers, satellite links, microwave links, cellular or radio links, fiber optic transmission lines, ISDN lines, T1 lines, DSL, etc. Examples of how communication between devices, and between devices and consumers or customers, might operate are illustrated in U.S. Patent No. 5,995,015 issued to DeTemple *et al.*, U.S. Patent No. 5,950,173 issued to Perkowski, and U.S. Patent No. 5,939,173 issued to Nelson, the contents of all three of which are incorporated herein by reference.

Please REPLACE the paragraph beginning on Page 50, Line 10 and ending on Line 18 as follows:

In some embodiments, the user device 54 may have a unique serial number or other user device identifier associated with it or encoded on it that is accessible via software. For example, the Palm Pilot™ series of personal digital assistants manufactured by ~~Palm~~, Palm, Inc. uses a software accessible serial number. The serial number may be used to associate specific outcomes and/or unlock codes with a specific user device so that an unlock code can only be used to unlock or otherwise reveal outcomes on the specific user device, an outcome can only be stored on or used by a specific user device, etc. The serial number may be

provided by a user or the user device when a user is requesting or receiving outcomes and/or unlock codes.